

Message Text

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ORIGIN AF-18

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DRAFTED BY AF/N:JVMONTVILLE

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R 172216Z APR 74

FM SECSTATE WASHDC

TO AMEMBASSY RABAT

INFO AMCONSUL CASABLANCA

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E.O. 11652: N/A

TAGS: BPRO, MO

SUBJECT: GENERAL MOTORS MISSION TO MOROCCO

1. GM OVERSEAS CORP. HAS BEEN CONSULTING WITH DEPARTMENT ON INVESTMENT/MARKETING MISSION IT PLANS TO SEND TO CERTAIN ARAB COUNTRIES INCLUDING MOROCCO. DIRECTOR, MIDDLE EAST AFFAIRS FOR GMO, RAFAAT RAHMAN, MET MINISTER OF STATE BENHIMA IN NEW YORK MARCH 22 AND PLANS FOR MOROCCAN VISIT RECEIVED CONSEQUENT BOOST.

2. RAHMAN AND FIVE OR SIX OTHER GMO SPECIALISTS PRESENTLY PLANNING TO BE IN MOROCCO FROM MAY 22 TO MAY 26. THEY WOULD BE GRATEFUL IF EMBASSY WOULD MAKE APPOINTMENTS AT SECRETARIAT FOR PLAN, MINISTRY OF FINANCE, BNDE AND MOROCCAN INVESTMENT CENTER. IF EMBASSY BELIEVES OTHER APPOINTMENTS WOULD BE USEFUL, MISSION WILL BE GUIDED BY ITS ADVICE. MISSION PLANS TO MAKE CONTACT WITH ECONOMIC COUNSELOR RYAN ON ARRIVAL.

3. IN PRIVATE SECTOR MISSION WOULD LIKE EMBASSY TO MAKE APPOINTMENTS WITH FNCB AND BANK OF AMERICA IN CASABLANCA. IT INTENDS TO ASK GMO DISTRIBUTOR IN CASABLANCA TO MAKE
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APPOINTMENTS WITH AUTOMOTIVE SUPPLIERS AND EXPORT-ORIENTED

MANUFACTURERS.

4. THERE FOLLOW BELOW EXPLICIT OBJECTIVES SET BY MISSION FOR MOROCCO:

A. TO DETERMINE THE OPERATING CONDITIONS, STATE OF THE MANUFACTURING ART AND LEVEL OF LABOR AVAILABILITY AND SOPHISTICATION IN MOROCCO IN ORDER TO DETERMINE THE POTENTIAL FOR: COMPONENT ASSEMBLY AND/OR MANUFACTURE FOR AUTOMOBILES AND TRUCKS.

B. EXPLORE THE POSSIBILITY OF EXPANSION IN THE ASSEMBLER/DISTRIBUTOR'S LINE INTO PASSENGER CARS WITH OR WITHOUT GM PARTICIPATION.

C. TO ESTABLISH A COMPARISON BASE FOR OTHER ARAB COUNTRIES.

D. TO EXPLORE THE CONCEPT OF COMPLEMENTATION WITH OTHER ARAB COUNTRIES.

E. ASSESS THE POTENTIAL FOR EXPORT OF COMPONENTS TO EUROPE.

F. DETERMINE THE OBJECTIVES OF THE GOVERNMENT AND PRIVATE SECTOR WITH RESPECT TO PARTICIPATION WITH GM ON ANY OF THE ABOVE CONCEPTS. THE OBJECTIVES TO BE DISCUSSED MIGHT INCLUDE BALANCE OF TRADE, PROFITS TO ALL CONCERNED, REMITTANCES, TECHNICAL ASSISTANCE, UTILIZATION OF LABOR, ETC.

4. SINCE MISSION WILL VISIT SEVERAL COUNTRIES BEFORE ARRIVING IN MOROCCO, IT WOULD APPRECIATE SOME IDEA OF EMBASSY PLANNING WITHIN NEXT WEEK OR TEN DAYS. AF/N WILL PASS INFO ON TO GMO NEW YORK. KISSINGER

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